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INTRODUCTION

Florida Atlantic University has seven campuses stretching 140 miles along Southeast Florida coastline. Every day members of the faculty, staff, and student body organize programs and events. These events often times provide people with a first impression of FAU and should be handled with professionalism. To assist members of the university community who are charged with planning special events and programs on behalf of the university, this protocol manual has been prepared to provide guidance and instruction on event scheduling and planning, invitations, guest lists, and publicity. Also included is information on event logistics, protocol and guest relations. In addition, there are several charts with useful information and contacts.

The intention of this booklet is to help support university wide efforts so that a unified image for FAU can be developed. By following the suggestions contained in this booklet, special events planners will make the most effective use of the President’s time and participation at university events. The audiences, programs and places make each event unique and special. Providing direction on routine elements behind university-wide events will allow organizers to focus on the key components of their programs and their impact on the institution’s overall image and mission.

Comments, suggestions, and topics for further consideration should be forwarded to my office. Your input is most appreciated and valued.

Thank you!

Jennifer O’Flannery

Jennifer L. O’Flannery
Special Assistant to the President
Florida Atlantic University
561-297-0325
joflanne@fau.edu
PLANNING AND SCHEDULING

Purpose of Event
The first step to take when planning a university event is to define your objectives for the event and set the goals and outcomes you expect to achieve as a result of the event. It is important to determine which of the university’s key priorities and messages your event will complement.

Ask questions. Is this event the best way to achieve your goals? Do you have the necessary financial and human resources needed to carry out the event successfully? Is this a one-time event or an annual event?

When determining the date and time for your event, find out what other events are taking place on your campus and in the community. Make certain ample parking is available. Be sure that guests know where the event is taking place and how to get to the location. Distribute information in a timely manner. Plan a program that is unique, inspirational and reflective of FAU’s mission.

Scheduling the President
If you would like the President to participate in the event, the President’s office must schedule the event on his/her calendar. Before reserving meeting space, sending out invitations, or contracting any services, the event should be reviewed to determine the President’s availability and scheduled on the President’s calendar. Remember that the President’s schedule is subject to change and even when things are confirmed in advance, there are circumstances that necessitate cancellations and changes. Also, requests for the President’s participation should be communicated with the appropriate director, dean, or vice president’s office.

Steps to follow for scheduling the President:
1. Define the purpose (s) and objective (s) of the event
2. Confirm source and amount of funding
3. Create invitation list
4. Determine program and role of the President
5. Contact the President’s chief aide to schedule event
6. Send confirmation to President’s office with informational materials
7. Keep president’s office updated on the progress of the event planning

Scheduling and Inviting the Trustees
Communication with members of the Board of Trustees is handled through the office of the Executive Vice President (EVP). The office of the EVP handles requests for participation and opportunities to invite trustees.

1. Follow steps to schedule the President. The President should be present when trustees are invited.
2. Send event information to the EVP’s office.
3. Prepare invitations for members of the Board of Trustees and give to EVP’s office. They will distribute them to board and make any necessary follow-up contacts.
Scheduling and Inviting Elected Officials
Inviting elected officials and other important dignitaries to FAU events brings the university exposure. By doing so, FAU expands its reach into the community and interests people in attending. Remember that the President should be the person extending the invitation to the official. If you would like to have a dignitary or elected official participate in an event you should do the following:

1. Follow the steps to schedule the President at your event. Whenever possible, the President should be in attendance when elected officials and dignitaries are visiting FAU.
2. Send an appropriate communication to the official inviting them to participate in the event. Provide as much detailed information as possible, including a contact person and phone number.
3. If you are sending invitations to all elected officials, please notify the President’s office that you wish to do so and work through the office of Government Relations.
4. As the event approaches, please report the names of the officials who have replied to the President’s office.

Budget and Funding
Before scheduling an event, requesting the presence of the President and/or other officials, you must have the funding sources of the event established. You should follow any requirements of the university and/or the FAU Foundation, Inc. When submitting your request, be certain to include information on how the event is being funded.

The Baldwin House
The Baldwin House is an events and reception facility as well as private residence for the President and first family. The house provides a gracious and hospitable setting for celebrating university achievements. These events center around gatherings for faculty, students and alumni, recognition ceremonies for donors, celebrations of academic milestones, and tributes to volunteers.

The President and/or spouse are the hosts of each Baldwin House event. In certain instances, when the President is unable to attend, he or she may appoint a member of his/her staff to represent him/her. The President may co-host an event with another vice president, dean, or representative from a university-affiliated or community organization. The President is always listed first as a co-host as the facility is his/her residence.

The Baldwin House is not a rental hall facility; it is a special place where people are invited as guests of the president and the University. Tickets are not sold for Baldwin House events nor are guests asked to pay for their attendance, except in rare cases approved by the President.

The responsibility of paying for events rests on the sponsoring organizations. The President’s office cannot assume responsibility for paying for every event. While the president or spouse may host an event, it primarily benefits a particular college or department, and that college or department will be responsible for the costs. The fiscal responsibility for each event will be determined as the event is being scheduled on the President’s calendar.

Contact the director of the Baldwin House to inquire about having an event at the Baldwin House. The President and spouse, the President’s chief of staff, the President’s chief aide, the special assistant to the President/director of the Baldwin House, and the vice president of Advancement
will review and approve such requests. The director in turn will schedule the President and coordinate details such as catering, rentals, parking and security.

**Additional Campus Meeting Facilities**
Florida Atlantic University is fortunate to have seven beautiful campuses housing many interesting buildings. You are encouraged to use a variety of the university’s meeting facilities to highlight the university and make your event as memorable as possible.

Listed at the end of this booklet are buildings with space appropriate for special events, lectures, and meetings. The space should be reserved through the responsible administrative officer. The use of the space should follow the university’s guidelines and policies. The use of University property and facilities is outlined in Presidential Memorandum #60, found at [http://www.fau.edu/admin/pm/60.htm](http://www.fau.edu/admin/pm/60.htm)
INVITATIONS

Guest List Development
Once the purpose of your event has been determined, develop a guest list that comprehensively reflects your audience. There is no magic formula or super database on campus that can just print out a perfect guest list. A perfect guest list is a result of research, collaboration, and thoughtfulness, all backed up with good data and information.

Establish a small group of people who are familiar with your department, the purpose of your event, and the audiences you hope to reach to serve as informal advisors. Begin by identifying the groups of people you wish to invite. Meet with officials in university advancement to review your guest list. They may be able to provide you with the most up-to-date names and addresses.

Determine if the invitation is for an individual only or if it will be addressed to the invitee’s spouse/significant other as well. Remember that this affects the invitation wording which should invite the individual or the individual and a guest.

When preparing the guest list, compile the names alphabetically. This enables you to check for duplicates and to make the process of receiving RSVPs simple and timely, allowing ample time for changes in logistics and special accommodations. Invitations should include a person’s name, title and complete address with no abbreviated street names or cities. It is acceptable to abbreviate states. Please follow the recommendations in Letitia Baldridge’s “Complete Guide to Executive Manners.”

Review the guest list for errors and omissions. Seek the review and input of other colleagues familiar with your guests and the purpose of the event. Remember to include and check an invitee’s title such as The Honorable, Dr. or MD. These are very important distinctions which demonstrate your interest in the individual. Invitations should be printed out on the envelope or hand written. Whenever possible, avoid using labels. They are impersonal and give the impression of a mass mailing. In addition, use stamps and first class postage for invitations, do not use second class or bulk with a meter marking. Exceptions to this rule include campus mailings to faculty, staff and students. With a computer and a professional mailing facility, envelopes can be addressed in an appropriate manner.

Please see the check list for invitation guest lists at the end of this guide.

Design of Invitations
Contact the university’s publications department for assistance with developing and designing invitations. Make certain your invitation contains correct information and that you make it as easy as possible for your guests to find the location and to reach you for any additional information. The invitations must reflect the graphic design standards of the university.

Timelines are determined by the type of event you are planning. For instance, invitations to conferences and lectures should be mailed several months in advance. Invitations to special celebrations should be sent at least one month in advance. Be sure to factor in the time needed at the post office for sorting and distributing the materials. An invitation must arrive at a person’s address a month in advance of the event.
It is sometimes helpful to send out a “save the date” card or notice in advance of sending official invitations to an event. This may take place as far as six months prior to the actual event. There are times when an invitation or a follow-up invitation may be distributed through email. This should be discussed as part of the overall event plan with the special assistant to the president.

**Invitation Wording**

The wording on the invitation is critically important to the success of any event. It sets the tone, establishes the host, and conveys the significance of the occasion. A great deal of thought and attention should go into all invitations. There are ten critical points of information that must be included in all invitations presented by this University. We borrow these ten elements from Letitia Baldridge’s “New Complete Guide to Executive Manners” and recommend you follow her guidelines:

1. Organization’s Symbol
2. Name(s) of hosts
3. Phrasing of invitation
4. Kind of event
5. Purpose of the event
6. Date
7. Time
8. Place
9. Special Instructions
10. How to respond

**Formal Example:**

```
The President and Mrs. Frank T. Brogan
Request the honor of your presence
At a reception and dinner
honoring
The Honorable Jeb Bush, Governor of Florida

Thursday, the twenty-fifth of March
Six thirty in the evening
Dinner begins at eight o’clock

The Eleanor R. Baldwin House
555 Northwest Twentieth Street, Boca Raton Campus

Kindly reply by the 12th of March to Suzanne Moore by phone at
561-297-3450 or by email at smoore@fau.edu

Valet parking                                                                                                                    Black Tie
```
Informal Example

You and a guest are invited to join President and Mrs. Brogan for the

20th Annual Staff Picnic
food * games * softball tournament * children’s area

Saturday, May 1, 2004
Noon – 4 p.m.
The Outdoor Lawn of the University Center
FAU Boca Raton Campus

Call Joanne Smith at 7-XXXX for more information.
Register your attendance at the website: www.fau.edu/picnic
Rain location will be the Live Oak Pavilion

RSVP’s
The wording you choose on the invitation must be correct. RSVP is actually an abbreviation for a French phrase, répondez s’il vous plaît, which, when translated, literally means answer please. If you say “please RSVP” you are saying please respond please. Instead, use the phrases, “kindly reply,” reply” or rsvp.”

Determine an appropriate person, place, and process for receiving your guests’ responses. With today’s technology there are several acceptable options, but above all, provide your guests with the opportunity to speak with a person. There are times when a guest has a situation that they would like to talk personally about, such as food allergies or accommodation of a disability. Invitations for FAU events, invitations should include RSVP instructions in the following order:

- Full name of employee receiving responses
- Employee’s phone number
- Employee’s email address
- Automated voicemail response number and/or web site for responding
- Deadline for responses

Many factors determine an RSVP cut-off date. Consider the following: guests sending in money to register, guests are selecting entrees or registering for various break out sessions or guests need follow-up materials, such as parking passes and tickets. These all affect when you need to hear from them.
EVENT LOGISTICS

Think of event planning as the act of linking together dozens of small projects and details. Your focus is always on scheduling, communicating, and confirming. As you begin preparing for an event, we offer the following topics, which should guide your planning and decision making.

Things to know before getting started:
- Purpose
- Budget
- Guest List
- Approximate expected attendance
- Type of event and type of space
- Staff person/office responsible
- Time of day
- Catering requirements
- Printing needs
- ADA compliance: make certain your event is easily accessed and accommodating of all people

Day Meeting:
Location
Is it on or off campus, is it easy to find, is the facility clean and well maintained?

Parking
Will there be attendants or valet? Is it easy to find, will there be enough, is there ample handicapped space?

Signage
Will there be directional signage?

Printed Materials
Will there be invitations or flyers, will there be a program distributed at meeting, what other materials will be available, who is responsible?

Refreshments
Will you be serving beverages, snacks, meals, will it be served or on a buffet, are there linens, do you have enough, will it be refreshed, time of service, dietary needs, will it be in the same room? Remember we are Pepsi people!

Room layout
Will it be set up classroom, theater, tables with chairs, will there be media, will there be video cameras, where will the screen go, will there be a stage?

FAU Banners and logos
How are you incorporating FAU into the room, are there banners, podium signs?

Flags
Make sure there is a US and State of Florida flag by the podium, see flag etiquette in this booklet.

Podium
What podium is being used, does it have an FAU logo, is there water for speakers?

A/V needs
Are you having power point, do you need a microphone, phone lines, computers, multiple participants, extension cords?
Storage and deliveries
During the planning phase and during the event, where will you keep materials, supplies, signs, programs, etc?

Registration table/Check in
Where will it be located, will you have chairs, how will it be organized, what about trash cans and extra supplies, who is responsible, will it be clothed?

Nametags
Where will they be, who is producing them, what will they look like, how will they be organized and distributed, how will you handle walk-ups?

Staff
Who will be on hand to assist and supervise? Are you providing food for those working all day? Does everyone working know his/her role and responsibilities?

Security
Will there be any valuables that need to be secured, have the police been notified, who are the VIP's, what plans are in place if anyone has a medical emergency, what about uninvited guests?

Transportation
Are you offering shuttles, where will they pick up and drop off, what times will they operate, who is responsible, how do the guests know about the shuttle?

Reception or Dinner:
Menu
Will it be a reception or sit down event, how many people, what dietary needs, will it be inside or outside, what are the kitchen facilities, what is the budget, and have you included gratuities?

Bar
Are you complying with university liquor policy, is it a full bar or wine and beer only, what non-alcoholic drinks are being offered, who is checking ID's? Plan one bar per 100 people.

Room Layout
Is there a stage, podium, program, are you using chairs and tables, have you considered your AV needs?

Décor
Plant rentals, colors, flowers, banners, signs, theme, donor/sponsor recognition, candles, rentals, china, flatware, glassware?

Entertainment
Are you using live entertainment, background music, performers, stage, do the musicians need special arrangements such as a room, meals, or transportation, how are they being paid?

FAU Signs and Banners
Remember to think about this.

Podium
Need to have FAU seal on podium.

A/V needs
Microphone, lighting, risers, PowerPoint and video presentation

Registration table
What is the location, who is staffing it, how will it be decorated and organized, what type of linens will be used, supplies, chairs?

Signs and directions
Do you need street directional signs, interior signs only, do you need easels, and have you gotten signs approved with facility?
Storage and Deliveries
What materials, supplies and items will you need to organize the event? Where should deliveries be sent and where will materials be stored at the event, and who is responsible?

Security
Will there be any valuables that need to be secured, have the police been notified, who are the VIP’s, what plans are in place if anyone has a medical emergency, what about uninvited guests?

Transportation and Parking
Are you offering shuttles, where will they pick up and drop off, what times will they operate, who is responsible, how do the guests know about the shuttle? Where should guests park, do they have to pay?

FAU Ambassadors
The FAU National Alumni Association (FAUNAA) has established a corps of student leaders who have accepted the responsibility of serving as hosts at university-wide events. This student organization provides leadership and support to events occurring not only for the alumni association but also for the President and other members of the FAU community. The Ambassadors dress in uniforms and are trained to greet guests, speak to the public and handle registration desks. They are excellent representatives of FAU’s student body, and we encourage you to utilize their talents and abilities at your event.

Ambassadors can be scheduled through the office of Alumni Affairs.

Audio Visual Services (AVS)
Audio Visual Services, a division of University Learning Resources, is designed to support faculty, staff, student organizations, and various university functions. They specialize in providing a variety of A/V equipment that can be delivered to locations throughout the Boca Raton campus. The equipment available to faculty, staff, and student organizations of FAU is as follows:

- Laptop Computers
- Loudspeaker System
- Overhead Projectors
- Data Projectors
- Slide Projectors
- TV-VCR Carts
- Teaching Podiums, Multimedia (in select teaching auditoriums)
- Single-Camera Videotaping w/wireless microphones
- Audiotape dubbing

If you have any questions, comments or concerns, AVS can be reached by e-mail at avserv@fau.edu or by phone at 7-3707. They also can refer you to the appropriate contacts for Broward, Jupiter, and Port St. Lucie campuses. If you would like to reserve any of the equipment listed above, please fill out the on-line form available on the web site:
http://www.fau.edu/divdept/learnrsc/AV_Serv/a_v_services.html

Catering and Food Service
Food service on the Boca Raton and Jupiter campuses is provided by Chartwells. If you are located in Broward or Port St. Lucie campuses, contact the university advancement or university relations office for their preferred vendors, but offices on the Boca and Jupiter campuses must use Chartwells for their catering needs.
Contact the catering director for assistance with menu planning, decorations, and rental equipment. The catering director should be contacted before the date is finalized to ensure they are able to meet your needs. Separate catering arrangements should be made for events taking place on a Broward county campus or on the Treasure Coast campus.

You should be aware of the University’s policy on serving alcohol, see information below and Policy Memorandum #19X, 4th Revision. Chartwell’s is the appropriate vendor for the Boca Raton and Jupiter campuses. For further information on menu ideas, visit Chartwell’s web site at: http://www.fau.edu/universitycenter/foodservice/catering.html

**Music**
The School of the Arts and department of Music in the Dorothy F. Schmidt College of Arts and Letters has a list of musicians and musical groups available for hire. Check with Division of Financial Affairs ahead of time regarding payment to ensure contracts are administered appropriately.

**Nametags**
Whenever possible, preprinted nametags should be prepared for all guests. These nametags should be displayed on a table in alphabetical order, from left to right. Ensure that you have ample staff and hosts to assist guests in finding and placing their nametags. You should have extra nametags and pens on hand in case additional tags must be made.

Currently, the University has a nametag template, which is recommended for use. Contact the President’s office or University Advancement to request a supply. These nametags are perforated and self sticking. For events where guests, especially females, will be wearing expensive clothes, have nametag holders that offer guests an alternative to sticking tags to their clothes.

A nametag should be simple and easy to read. We recommend including a person’s first and last name. The font should be done in Arial or Times Roman, centered, and in at least a 24-point type. It is not necessary to include titles or middle initials. There are times when it is important to include a person’s organization or department, for instance when the event includes representative from different universities, states, or countries. This should be determined on an individual basis.

Including the graduation year of FAU alums following their name is another item which we encourage. The university advancement communications office and alumni affairs office will help you with this by running the guest list through their data base.

**Parking**
Traffic & Parking strives to be a supportive partner when departments have special events or visitors coming to the FAU campus. To do so, the organizing department must contact Traffic and Parking ahead of time to plan for traffic flow, parking location, necessary staff, temporary decals, and signage. Traffic & Parking will confirm by telephone or e-mail if visitor tags are going to be issued. Traffic & Parking also will assign specific lots in which the permits will be valid. If you do not receive confirmation, contact the Traffic & Parking before your event begins.
If the department chooses not to make prior arrangements for visitors, please advise visitors to go to the Traffic & Parking or the visitor’s center before parking on campus to receive a free temporary hangtag for the day. Visitors are asked to provide their license plate numbers.

For campuses in Broward, Jupiter, and Port St. Lucie, contact the campus vice president’s office for guidance regarding parking matters. If you have any questions please feel free to contact Traffic & Parking office at (561) 297-2771. To begin the process of requesting temporary hangtags ahead of time, visit their website:  http://parking.fau.edu/vis_form.asp

**Signs and Visual Communications**

The Visual Communications Department combines the high-technology services of Instructional Graphic Arts and Instructional Photography. Graphics professionals can assist in consulting, designing, and producing standard and electronic layouts; camera-ready artwork; and fully rendered computer graphics for direct instruction and the web. There is no charge for materials designed for direct instruction. Charges for supplies used in the production of these materials are applicable. All work requested will be handled on a first-come, first-served basis; however, materials used in direct instruction will be given priority. To initiate a work order, the following information must be provided:

1. Contact Name
2. Department Name
3. Phone Number
4. A nine-digit university or FAU Foundation account number and a due date
5. A brief description of the type of artwork requested

The staff will then consult with you concerning the most appropriate means of handling the project and will provide an estimate of the project costs if necessary. All project requests should be submitted at least two weeks prior to the due date. Please be aware that large volume or intricate jobs require more production time. The due date is subject to change if revisions of completed work are requested. All artwork to be reproduced from an original source other than the Visual Communications Department at FAU must have appropriate permissions to avoid any copyright infringements.

To initiate a project, visit their web site.  
http://www.fau.edu/divdept/learnrsc/Visual_Communications/visual_communications.html
RISK MANAGEMENT

This section addresses the University's current policy on serving alcohol and responsibilities for the public's safety.

University Policy on Alcohol
The University’s current alcohol policy is based on Policy Memorandum #19X, most recent revision issued on September 27, 1990, by the President. The wording of the policy is printed here for your reference. Interpretation and enforcement of this policy should be left to the University Attorney and the University Police.

I. General Requirements
1. The serving of alcoholic beverages on campus must adhere to the alcoholic beverage laws of the State of Florida, to municipal and county ordinances, and to applicable University rules and regulations.

2. Alcoholic beverages may only be served to and consumed by persons who are of legal drinking age. Proof of age, as determined by a State of Florida driver's license, Florida State identification card, valid passport or other official identification, which includes a photograph of the individual, is required.

3. Other than as sold by the University’s licensed food service (Chartwell’s), alcoholic beverages must be served free of charge. No monetary exchanges of any type may be a prerequisite for attending an event in which alcoholic beverages will be served. Additionally, no collections or donation of any type are permitted during an event.

II. University Regulations
A. Locations
Alcoholic beverages may be served or consumed in conjunction with an approved event in the following areas: University center, in designated areas approved by the director; residence halls and their grounds when approved by the director, the recreation pavilion, when approved by the director; designated areas within other campus buildings or outdoor locations when approved by the university vice president responsible for that area.

The possession, serving, and consumption of alcoholic beverages is permitted in private rooms of individuals of age in University housing, and at the residence hall pavilion area when registered properly, providing all laws and university rules are residence hall regulations are observed.

B. Registration of Events
1. Student Groups
   a. Any student organization intending to serve alcoholic beverages at any event must first ensure that all its officers and advisors have attended a workshop on the university’s alcohol policy, registration procedures, and liability issues sponsored by the Student Activities Office.
   b. After completion of the above workshop, organizational representatives must complete a program registration form in the Office of Student Activities with concurrence from the group’s advisor and from the Dean of
Student Affairs. No event will be authorized until all approvals have been given.

c. The program registration form must be initiated at least ten (10) days prior to the date of the proposed event.

2. Non-student Groups
   Faculty, staff and any other non-student group or persons, must receive written approval for an event from the Vice President responsible for the group and for the facility requested. Facility manager must also receive notification of such approval.

C. Guidelines for Events
   1. Individuals sponsoring an event must establish precautionary measures to ensure that alcoholic beverages are not served to persons under the legal drinking age or persons who appear to be intoxicated.
   2. Students, faculty, and/or staff participants at University-sponsored events where alcoholic beverages are served must have available a current valid university identification to gain admission. Participants may be required to present two forms of identification, one of which must contain a picture.
   3. The serving of alcoholic beverages will be limited to four hours.
   4. Quantities of alcohol approved for an event will be proportionate to the anticipated attendance by those of age and the length of the program. A formula for specific quantities is available to registrants in the Student Activities office.
   5. Advertising of events (including fliers, advertisements, notices, posters, banners, etc.) for any function at which alcohol is served shall not refer to quantity of alcohol available nor shall alcoholic beverages be a prominent part of such advertisements.
   6. Sufficient quantities of non-alcoholic beverages and food must be provided by the sponsoring group or individual and made available to those individuals who may desire them. These quantities will be designated and must be approved at the time the event is registered.
   7. Only those alcoholic beverages that are served may be possessed or consumed at an event. Individuals may not bring in their own alcoholic beverages. The served alcoholic beverages must be consumed within the facility designated for the event.
   8. The Dean of Students or his/her designee is authorized to approve alcohol requests for beer and/or wine at student functions. Requests for other alcoholic beverages must be approved the University President or his/her designee.
   9. Student groups and organizations requesting permission to serve alcoholic beverages at an event must adhere to any stipulations required on the program registration form. Such stipulations shall include, but are not limited to, the presence of the group advisor during the time alcohol is served and adequate provisions to ensure that underage persons are not served.
   10. Alcoholic beverages may not be consumed or served at intramural sports events or intercollegiate athletic contests.

D. Penalties
   Individuals or groups in violation of this policy will be subject to loss of privileges and disciplinary action as determined by University rules. Such action may include assigned community service with the campus drug and alcohol awareness program, completion of a mandatory alcohol education course and/or suspension from the University for repeat
offenders. Actions by the University for violating this policy do not preclude prosecution by outside authorities.

Public Safety
Aside from the responsibilities connected to serving alcohol, the person and department responsible for planning an event must consider several important issues. The safety and security of all guests is your number one priority!

- Be certain to notify the Police Department of your upcoming event as well as Space Utilization. They are the department that maintains the university’s event calendar.

- Always have telephone service and access at an event, preferably with LAN lines as well as cell phone. The event coordinator should always be reachable by cell phone.

- Think through traffic and parking thoroughly. Work with the professionals in FAU’s Traffic and Parking department. Have adequate staff to manage the cars and pedestrians.

- Arrange for security when appropriate. With large groups, make certain there is someone on staff who is trained in CPR. FAU police cars contain defibrillators, which is another reason to make certain the FAU police are aware of your event so they can provide roving patrols.

- For events both on campus and off campus, you should know the locations of all emergency exits are, fire extinguishers, and first aid kits.

- For large-scale events, walkie talkies may be necessary for communications between Traffic and Parking, FAU Police, event planners, and site managers.

- Remember to make certain there is easy access and accommodation for all guests.
PROTOCOL AND GUEST RELATIONS

Introductions
Many of the guests received at university events are actively involved in social and community projects. FAU events must be carried out at the same level of quality, regardless of whether it is a black tie event or a barbecue.

One of the easiest ways to show respect and honor to a guest is to introduce him or her properly. Again, there are several different “methods or approaches.” Here at FAU, we follow Leticia Baldridge’s recommendations from her book, “The Complete Guide to Executive Manners.” In addition, Oretha Swartz’s “Service Etiquette, 4th Edition” is especially helpful when dealing with members of the Armed Forces and military rank and honors.

A proper introduction is mediated by a third person who is introducing one person to another. This can be done either in a receiving line or in an informal social setting. The elements are the same. A proper introduction sets a person apart as being extremely thoughtful, professional and articulate. This impression certainly translates to the university as a whole. Most importantly it makes the guest feel welcome. Finally, a proper introduction takes practice.

Introductions are very logical: you always introduce a lesser to more important or senior person. Introductions should be brief and accurate. For the military, commissioned and non-commissioned officers in all services, male and female, are introduced and addressed by rank or rating. Remember that traditional social protocol calls for a man to be presented TO a woman, unless the man is the President or King of a country.

Here are some examples from Baldridge’s book (p. 10). These examples are gender neutral as business manners today do not make clear distinctions between a males and females.

- A younger person TO an older person
- A peer in your organization TO a peer in another organization
- A junior executive to a senior executive
- A fellow executive to a customer
- An individual to a group

Now, to translate this concept to a university setting:

- An undergraduate student to a graduate student
- An associate professor of music from your institution to an associate professor from another institution (no matter the academic standing of the institution)
- A member of the faculty to a university trustee
- The President to a donor (This would be done if the person had made a significant gift to the university and you were attempting to express appreciation and respect.)
- A new staff member to the President
- An alumni association member to a trustee
- Foundation Board members to the President
- The President to a Nobel Laureate
- A vice president from another university to your institution’s President
Leticia Baldridge offers the following recommendations when conducting introductions:

- Explain who people are when you introduce them. That is to say, introduce people by their name and perhaps their position at the university or their association with you.
- Give information when you introduce them, something that might be a starting off point for conversation.
- Remember to use titles when introducing people
- Know what titles accompany people for life and use them
- If you forget someone’s entire name and you know them well, admit it, laugh, and move on. It happens to everyone…honesty is most important.
- Always give your name first so the other person doesn’t have to remember.
- If your last name is different than your spouses, make sure this is communicated in social settings.

Here are some “real world” examples…

President Brogan, may I present Dr. Suzanne Moore. Dr. Moore, this is President Brogan. President Brogan, Dr. Moore is a new faculty member in our department of music.

I would like to introduce you to the chairman of our Board of Trustees, Dr. George Zoley. Dr. Zoley, may I introduce John Moore to you. Mr. Moore, this is Dr. Zoley. Trustee Zoley, Mr. Moore is the incoming president of our alumni association.

Table seating
There are two different and completely acceptable approaches to organizing seating arrangements that we take from Letitia Baldridge’s “New Complete Guide to Executive Manners,” p. 302-304. Knowing the purpose of the event, the guests attending, and the set up of the room all factor into the appropriate method. Either one is acceptable; the most important thing is to pick one and follow it. There is nothing worse at a dinner party than a thoughtless seating arrangement or being told to sit anywhere. The first is to alternate sexes and separate husbands and wives. The hosts are seated at each end of the table and the other guests mixed in between. The most important guests, or the guests of honor, are seated to the right of the host and hostess.

<table>
<thead>
<tr>
<th>Host (M)</th>
<th>Spouse of Guest of honor (F)</th>
<th>Third guest (M)</th>
<th>Spouse of Forth Guest (F)</th>
<th>Second Guest (M)</th>
<th>Spouse of Forth Guest (F)</th>
<th>Spouse of Host (F)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spouse of second guest (F)</td>
<td>Forth Guest (M)</td>
<td>Spouse of Third Guest (F)</td>
<td>Honored guest (M)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The second approach considers seating based on rank and position. This means that gender or spouse is not a factor in placement. Seating is done by importance to the occasion and their “rank” in business, community, or institution. If spouses are included, the same rank is assigned to the spouse.

Table Host (most senior person)

<table>
<thead>
<tr>
<th>Guest #1</th>
<th>Guest #2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guest #5</td>
<td>Guest #6</td>
</tr>
<tr>
<td>Guest #8</td>
<td>Guest #7</td>
</tr>
<tr>
<td>Guest #4</td>
<td>Guest #3</td>
</tr>
</tbody>
</table>

Co Host
(2nd highest ranking person in organization, may or may not be a spouse)

Now, this seems relatively simple until you attempt to apply the exact concept to 50, 100 or even 500 guests. The same concept should be applied, but that is complicated. Select a host, who should be a university representative, for each table and attempt to mix the guests appropriately. When doing so, please consult the special assistant to the president for specific guidance.

Other elements of table seating are place cards, a seating chart, briefing table hosts on their tables’ guests, and introductions. FAU place cards are available from University Advancement or the President’s office. Place cards should contain a person’s title (including elected or former elected officials, religious titles, military rank) and his or her first and last name. Examples: Reverend John Lewis, Colonel Steve Smith; Dr. Alice Lee, Congressman Johnson. Place cards for FAU events also should have the FAU seal or logo. All table seating should be reviewed through the appropriate vice president, the special assistant to the president, and the President and first lady when appropriate. This information should be included with the Presidential Event Briefing Sheet. Table hosts should also receive an abbreviated version of the briefing sheet with their table guests to encourage them to introduce all guests and initiate conversations. Seating charts should be prepared two different ways: alphabetically and by table.

Displaying the Flag
When hosting visiting dignitaries and conducting significant university occasions, the displaying of flags has important implications. Before doing so, be certain you are familiar with flag etiquette. The flag of the United States of America is always given a special place of honor and should be positioned on its own. The American flag should always be to the speaker’s right and the audience’s left. Other flags should be positioned on the speaker’s left.

Special Event Planning and University Protocol 19
When you are displaying a group of domestic flags, the US flag should be in the center and on a platform raised above the others.

When you are displaying flags from several countries, all flags should be the same size, on separate poles of the same height, and displayed in a straight line. Again, the US flag should be to the right of the line of flags.

For further clarification on this issue, please consult the National Flag Foundation. Their web site is: www.americanflags.org

**Event Briefing Sheets**

Two days before an event, an informative briefing sheet should be prepared for the President. This document should include the following information. The briefing sheet should be given to the President’s chief aide and any other appropriate vice presidents and/or senior staff. This document should include the following information:

1. Event name
2. Time
3. Place
4. Special instructions regarding parking, tickets, directions, etc.
5. Expected attendance and make-up of attendees
6. Meal/food service
7. Purpose of the event
8. Program outline, including the role of the President
9. Topics/bullets for President’s comments
10. Brief information on guest of honor or key element of the program
11. Staff responsible for event
12. Complete guest list with individual’s affiliations should be included with the briefing sheet
Staff, students, and volunteers who are participating in the organization and orchestration of an event should be prepared ahead of time, have assigned duties, and be easily identified through uniforms and/or appropriate nametags. Proper attire should be determined as well.

For major events that take place over an entire day or evening, or even multiple days, the following steps should be followed.

1. Designate one person responsible for the event
2. Appoint a small and effective committee to oversee the coordination and implementation. The committee should be charged by the President and understand their role, both collectively and individually, in carrying out the important project.
3. Consider the following issues:
   - Security
   - Transportation
   - Hospitality
   - Hotel accommodations
   - Campus signage
   - Printed materials/letters/programs/invitations
   - Funding and financial issues
   - Photography
   - Meeting locations
   - Publicity and media communications
   - Recognition of dignitaries, university trustees, elected officials
   - Gifts and awards
4. Make certain that events are adequately to support guest requests and to support the President, dignitaries, and trustees.
5. Designate informational phone numbers and people to problem solve and answer questions.
6. Be certain to allow ample time for planning, walk through, set ups, and break downs.
7. Remember to express appreciation and communicate your gratitude via a verbal or written thank you to everyone involved.
COMMUNICATIONS

Florida Atlantic University’s Office of Communications is responsible for disseminating university messages to internal and external audiences. The Office is comprised of the departments of internal communications, marketing and advertising, media relations and publications. By collaborating with all areas of the Office regarding university events, one can more effectively promote events to FAU constituents and the community at large.

Department of Media Relations

Publicity
Publicizing and promoting special events requires the same care and planning as the event itself. One must consider:
- pre-event publicity opportunities to generate maximum attendance; and
- ideas for post-event coverage

It is very important to notify the Office of Communications when an event is being planned. This will allow for maximum exposure regarding the event, as the Office can create carefully targeted messages. Pre-event publicity can include a mix of news releases, public service announcements, calendar notices, postings to the web page, mass email, banners, fliers, posters and advertisements.

Media Coverage
As soon as an event is scheduled, please contact the director of media relations at 561-297-3020 to discuss the appropriate media strategies. If a major event, defined as events sponsored by the president’s office or involving dignitaries, including heads of state, cabinet members, international leaders, celebrities and other public officials, is to occur, the department of media relations will take the lead on publicity for that specific event.

At this time, the university does not have a photographer on staff for events. You should make your own arrangements for a photographer. It is recommended that you ask for prints as well as CD-Rom.

Department of Publications

Flyers, Posters and other event collateral
The publications department can help you in the identification of the most effective publication or document to promote your event. Whether it is an invitation, brochure, flyer, poster, banner or even a web page, we can assist in choosing the most effective collateral and handle the design and production.

Planning your publication
It is important to plan a project properly to allow enough time for a good design/layout and quality production. The design and approval process generally takes 2 to 3 weeks, not including the printing time. Turnaround may vary, depending on the nature of the project, if all the necessary elements are provided to publications in a timely manner and how long it takes to get all parties to review and approve the document.
Please use the guide below to plan a project in a way that allows publications enough lead time to produce the highest quality results.

| Invitations/Notecards/Postcards/Flyers          | 3-5 business days |
| Trifold Brochure/event programs                | 1-2 weeks         |
| Posters & Banners                             | 1-2 weeks         |
| Web page or banner ad                         | 2-3 weeks         |

**Printing**

Printing generally takes ten business days (2 weeks) from the date publications sends the project to the vendor. There are exceptions to this, however, the publications department must work with the vendor on a case by case basis to get faster results.

For more information and other helpful guidelines, call (561) 297-3025 or visit our website at [www.fau.edu/president/communications/publications](http://www.fau.edu/president/communications/publications)

**Department of Marketing & Advertising**

**Promoting Your Event**

FAU’s Marketing and Advertising Department serves as the hub for the University’s strategic marketing efforts. In addition to developing a university-wide awareness campaign, the department collaborates with all departments and academic units to help them develop marketing plans, coordinate media buying and develop a strategy for successful brand management.

The goal of the department is to maximize FAU’s advertising dollars by collectively negotiating with vendors from a university-wide standpoint. Additionally, the department ensures all print, radio, web and television advertising is consistent with the message and visual standards of the university.

Event promotion can fall under two general categories: paid advertising and (unpaid) publicity. Working closely with the media relations office to promote your event through the press is ideal since there is zero cost. You can also do email blasts, though unless your list is well-qualified the response rate can be disappointing.

But, sometimes you have to go directly to your audience with paid advertising. If you have funding and are planning to do outside marketing and advertising to promote your program or event, please contact the department’s director as early as possible. Media outlets oftentimes book their space well in advance, so if you plan to purchase ad space, contact us at least six weeks prior to your event. If you need print ads designed, radio scripts approved, or TV spots produced, more time may be required.

**Department of Internal Communications**

The internal communications department is responsible for providing news and information to FAU’s faculty, staff, students, alumni and other constituencies. The department is also responsible for creating and implementing internal communications strategies and helping facilitate the flow of information among the various departments and colleges of the university.

Among the delivery vehicles for news is *Update*, a monthly faculty/staff publication. *Update* currently provides news about important university events, new curricula and degrees, innovative...
programs and research initiatives, personnel and benefits items, campus news and outstanding faculty and staff achievements.

Internal communications also is the central resource for late-breaking campus bulletins. Through targeted e-mails, faculty and staff are kept informed about news items ranging from security warnings to campus events.
EVALUATION AND FOLLOW UP

A successful special event here at FAU should achieve the following standards:

1. Ability to articulate the following items in the initial planning process:
   a. Target audience(s)
   b. Key messages
   c. Objectives for the event
   d. Budget and funding sources

2. Invitations were prepared according to the guidelines and were distributed on time.

3. Appropriate offices were notified in advance to ensure appropriate participation of key university officials and necessary security, avoid duplication of efforts and conflicting events, and consideration of development and fundraising efforts.

4. Response process went smoothly. The number of people replying and those attending matched.

5. Event planners had prepared contingency plans for weather, parking, and security issues.

6. The university president and appropriate senior staff were briefed ahead of time regarding the program, guests, and schedule.

7. Necessary internal and external communications were coordinated with news media through the Office of Communications and handled professionally.

8. Special accommodations and instructions for guests were taken care of ahead of time.

9. Elected officials and special guests were introduced according to protocol.

10. Nametags were prepared correctly ahead of time. They were easy to access for guests.

11. Guests were greeted in a warm and welcoming manner by various methods, such as signs, staff, and Students Ambassadors.

12. The visual elements of the event including invitations, signs, podium, banners and programs, all reinforced the FAU logo and adhered to the university’s visual identity standards and the publications department.

13. Following the event, appropriate individuals received recognition and thanks.

14. Invoices were processed in a timely manner.

15. Event costs were in line with anticipated costs.

16. Objectives were met and articulated.

17. Working through the media relations department, photos and post-event media release are submitted to local papers for social media coverage.

18. Written evaluation is prepared and placed in event file for future planning efforts.

19. In the end, people shared a laugh, had a great time, learned or experienced something new, and left with a positive impression of FAU!
CHECK LIST
FLORIDA ATLANTIC UNIVERSITY EVENT INVITATION LIST

- **FAU Board of Trustees**
  - Chair & Vice Chair
  - All Board of Trustee Members

- **Executive Committee**
  - Provost and Executive Vice President
  - Vice Presidents
  - President’s Direct Reports

- **Academic Administrators**
  - Vice Provosts
  - Deans
  - Directors & Department Chairs
  - College Advisory Boards
  - Faculty

- **Foundation Members**
  - Executive Committee
  - All Board of Directors

- **Alumni Board of Directors**
  - Key Officers
  - All Alumni Board of Directors

- **Campus Advisory Boards**
  - Boca Raton Campus Board
  - Broward Campus Board
  - Jupiter Campus Board
  - Treasure Coast Campus Board

- **Student Government**
  - SG President
  - SG Executive Board/Cabinet
  - SG Senate
  - All SG Board of Directors
  - Presidents of Student Organizations
  - SG Advisor (Stud. Affairs Staff Person)

- **Donors**
  - Million Dollar Donors
  - $100,000 Donors
  - President’s Club
  - 1961 Society
  - Buildings Namesakes
  - Football Founders
  - Owl Fund Members
  - University Club
  - Major Prospects

- **Elected Officials**
  - Boca Raton Mayor
  - Boca Raton City Council
  - Other Local Mayors & City Councils
  - County Commissioners & Administration
  - Legislative Delegation
  - Florida Legislators
  - Florida Cabinet
  - US Congressman
  - US Senators

- **Florida Department of Education**
  - DOE Commissioner
  - Board of Education
  - Board of Governors
  - Executive Staff of DOE

- **Area Educators**
  - Local School Boards & Superintendents
  - Community College Boards & Presidents
  - Area College & University Presidents
## ADDITIONAL CAMPUS MEETING FACILITIES

<table>
<thead>
<tr>
<th>FACILITY</th>
<th>ROOM</th>
<th>SF</th>
<th>Capacity</th>
<th>ADMINISTRATOR</th>
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<td>Alexander D. Henderson University School</td>
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<tr>
<td>Athletic and Recreational Facilities and Areas (Excluding Gymnasium)</td>
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<td>Downtown Tower: 724, 728 and sky terrace</td>
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<tr>
<td>HEC: BOT room</td>
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<tr>
<td>Davie</td>
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<tr>
<td>LA 120, 124, 150</td>
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<tr>
<td>Breezeway</td>
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<td>Library meeting rm.</td>
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<td>Sea Tech</td>
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<tr>
<td>Auditorium</td>
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<tr>
<td>Classrooms and Laboratories, Main Campus</td>
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<tr>
<td>Administration Bldg.</td>
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<tr>
<td>Board of Trustees Room</td>
<td>AD 305</td>
<td>1,110</td>
<td>99</td>
<td>Office of the Provost</td>
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<tr>
<td>President's Conference Rm.</td>
<td>AD 340</td>
<td>438</td>
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<td>Office of the President</td>
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<tr>
<td>Provost's Conference Room</td>
<td>AD 350</td>
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<td>12</td>
<td><em>(LIMITED AVAILABILITY)</em></td>
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<tr>
<td>Conference Rooms</td>
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<td>Administration Bldg.</td>
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<td>305</td>
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<td>Student Service #8</td>
<td>SS 226C</td>
<td>432</td>
<td>24</td>
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<tr>
<td>Behavioral Sciences #12</td>
<td>BS 105</td>
<td>558</td>
<td>31</td>
<td>Dean, College of Science</td>
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<tr>
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<td>FL 104</td>
<td>690</td>
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<td>Dean, College of Business</td>
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<td>Dept. of Mathematics</td>
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<tr>
<td>for listed office, department or college</td>
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<tr>
<td>Special Event Planning and University Protocol</td>
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<tr>
<td>Facility Name</td>
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<tr>
<td>Student Support Services</td>
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<td>Facility #80</td>
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<td>DeSantis Center Pavilion</td>
<td>DS 102</td>
<td>401</td>
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<td>Manager, Food Service</td>
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<td>Northern Campus Facilities</td>
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<td>Other Main Campus Facilities (not included herein)</td>
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<td>Vice President, Northern Campus</td>
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<td>Wackadoos</td>
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<td>Director, Pine Jog Center</td>
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<tr>
<td>Speech Forum</td>
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<td>N/A</td>
<td>N/A Dean of Student Affairs</td>
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<td>Student Activities Center</td>
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<td>University Center Auditorium</td>
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<td>2393</td>
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<tr>
<td>University Gymnasium</td>
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<td>Manager, University Gymnasium</td>
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<td>University Theatre</td>
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<td>540 Dean, Dorothy F. Schmidt</td>
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<td></td>
<td>College of Arts &amp; Letters</td>
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*Occupant Capacity is approximate and may vary according to room configuration, size of conference table, etc.
### CAMPUS CONTACTS

#### Alumni Affairs/ Ambassadors
- **Director**
  - Pat Breman<br>  - pbreman@fau.edu
- **Ambassadors**
  - Tony Lee<br>  - lee@fau.edu
- **Events**
  - Lee Collier<br>  - lcollier@fau.edu

#### Athletics
- **Public Information**
  - Katrina Mc Cormick<br>  - kmccormic@fau.edu
- **Events**
  - Danielle Daniel<br>  - dddaniel@fau.edu
- **Ticket Office**
  - Shelly Binegar<br>  - sbinegar@fau.edu
- **Marketing**
  - Dexter LaMont<br>  - dlamont@fau.edu

#### Audio Visual Services
- Malcolm Mc Kinney<br>  - 7-3698<br>  - ULR 217

#### Baldwin House
- Jennifer O’ Flannery
  - joflanne@fau.edu

#### Board of Trustees
- Joanne Elsner<br>  - jelsner@fau.edu

#### Broward Advancement Office
- Nancy Botero<br>  - botero@fau.edu

#### Campus Maps
- Elfriede Lynch<br>  - emlynch@fau.edu

#### Catering and Food Service (Chartwell's)
- Sheree Figler<br>  - sfigler@fau.edu

#### Grounds and Landscaping
- Evan Cross<br>  - ecross@fau.edu

#### FAU Office of Communications
- Aileen Izquierdo<br>  - izquierdo@fau.edu
- **Media Relations**
  - Kristine McGrath<br>  - kmcgrath@fau.edu
- **Publications**
  - Jan Bond<br>  - jbond@fau.edu
- **Marketing & Advertising**
  - Randy Goin<br>  - rgoin@fau.edu
- **Internal Communications**
  - Lynn Laurenti<br>  - laurenti@fau.edu
<table>
<thead>
<tr>
<th>Department</th>
<th>Name</th>
<th>Title</th>
<th>Office</th>
<th>Phone</th>
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<tbody>
<tr>
<td>FAU Police</td>
<td>Dee Danzler, Chief</td>
<td></td>
<td>CO 69</td>
<td>7-3500</td>
<td><a href="mailto:ddanzler@fau.edu">ddanzler@fau.edu</a></td>
</tr>
<tr>
<td>FAU Physical Plant</td>
<td>Larry Ulstein</td>
<td></td>
<td>UB 212G</td>
<td>7-2113</td>
<td><a href="mailto:lulstein@fau.edu">lulstein@fau.edu</a></td>
</tr>
<tr>
<td>Jupiter University Relations Office</td>
<td>Terry Gearing</td>
<td></td>
<td>MAC 226</td>
<td>6-8026</td>
<td><a href="mailto:gearing@fau.edu">gearing@fau.edu</a></td>
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<tr>
<td>Office of the President</td>
<td>Joanne Elsner</td>
<td></td>
<td>ADM 334</td>
<td>7-3450</td>
<td><a href="mailto:jelsner@fau.edu">jelsner@fau.edu</a></td>
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<tr>
<td>School of the Arts</td>
<td>Heather Coltman</td>
<td>Music</td>
<td>AL 115</td>
<td>7-3821</td>
<td><a href="mailto:coltman@fau.edu">coltman@fau.edu</a></td>
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<tr>
<td></td>
<td>James McDonough</td>
<td>Theatres</td>
<td>AL 179</td>
<td>7-0464</td>
<td><a href="mailto:mcdonough@fau.edu">mcdonough@fau.edu</a></td>
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<tr>
<td></td>
<td>Rod Faulds</td>
<td>Galleries</td>
<td>PA 102B</td>
<td>7-2661</td>
<td><a href="mailto:wfaulds@fau.edu">wfaulds@fau.edu</a></td>
</tr>
<tr>
<td>Space Utilization</td>
<td>Azita Dashtaki</td>
<td></td>
<td>CO 101</td>
<td>7-0197</td>
<td><a href="mailto:dashtak@fau.edu">dashtak@fau.edu</a></td>
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<tr>
<td>Traffic and Parking</td>
<td>Michelle Bolden</td>
<td></td>
<td>CO 142A</td>
<td>7-0393</td>
<td><a href="mailto:mbolden@fau.edu">mbolden@fau.edu</a></td>
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<tr>
<td></td>
<td>Rudy Prato</td>
<td></td>
<td>CO 142</td>
<td>7-2172</td>
<td><a href="mailto:rprato@fau.edu">rprato@fau.edu</a></td>
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<tr>
<td>Treasure Coast University Relations</td>
<td>Cara Carlton Perry</td>
<td></td>
<td>JU 330</td>
<td>6-3339</td>
<td><a href="mailto:ccarlton@fau.edu">ccarlton@fau.edu</a></td>
</tr>
<tr>
<td>TV Production</td>
<td>Malcolm McKinney</td>
<td></td>
<td>ULR 217</td>
<td>7-3698</td>
<td><a href="mailto:mmckinney@fau.edu">mmckinney@fau.edu</a></td>
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<tr>
<td>University Advancement</td>
<td>Elfriede Lynch</td>
<td>Asst. VP Comm/Donor Rlns</td>
<td>ADM 383</td>
<td>7-3023</td>
<td><a href="mailto:emlynch@fau.edu">emlynch@fau.edu</a></td>
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<tr>
<td></td>
<td>Kate Workman</td>
<td>Guests Lists/Database/Website</td>
<td></td>
<td>7-3479</td>
<td><a href="mailto:kworkman@fau.edu">kworkman@fau.edu</a></td>
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<tr>
<td>University Center</td>
<td>Chris Henry</td>
<td>Reservations</td>
<td>UC 203</td>
<td>7-3730</td>
<td><a href="mailto:henry@fau.edu">henry@fau.edu</a></td>
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<tr>
<td></td>
<td>Danell McKeel</td>
<td>House Manager</td>
<td>UC 155</td>
<td>7-3719</td>
<td><a href="mailto:dmckeelel@fau.edu">dmckeelel@fau.edu</a></td>
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<tr>
<td></td>
<td>Cathy Webb</td>
<td>Set Up</td>
<td>UC 202</td>
<td>7-3734</td>
<td><a href="mailto:cwebb@fau.edu">cwebb@fau.edu</a></td>
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<tr>
<td>Visual Communications</td>
<td>Mardie Banks</td>
<td></td>
<td>ULR 231</td>
<td>7-0367</td>
<td><a href="mailto:mbanks@fau.edu">mbanks@fau.edu</a></td>
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**EVENT PLANNING WORKSHEET**
<table>
<thead>
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<th>ACTION</th>
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<th>PERSON RESPONSIBLE</th>
<th>TARGET DATE</th>
<th>STATUS/COMMENTS</th>
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<tbody>
<tr>
<td><strong>Planning and Scheduling</strong></td>
<td></td>
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<tr>
<td>Determine objectives, budget and team to coordinate the event</td>
<td></td>
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<tr>
<td>Determine date and time</td>
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<tr>
<td>Reserve event on appropriate calendars</td>
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<tr>
<td>Reserve location</td>
<td></td>
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<tr>
<td>Prepare invitation list and have it approved by appropriate executive officer</td>
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<tr>
<td>Determine order of program/activities/agenda</td>
<td></td>
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<tr>
<td>Determine menu/beverages</td>
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<tr>
<td>Contact Traffic &amp; Parking to discuss parking arrangements</td>
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<tr>
<td>Contact FAU Police Department to discuss security arrangements, if applicable</td>
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<tr>
<td>Prepare and distribute event plan</td>
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<tr>
<td>Contact office of Communications to determine internal and external communications needs</td>
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<tr>
<td><strong>Advance Preparations</strong></td>
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<tr>
<td>Prepare comprehensive budget and finalize funding sources</td>
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<tr>
<td>Determine facility set up &amp; distribute</td>
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<tr>
<td>Schedule FAU Ambassadors &amp; other volunteers</td>
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<tr>
<td>Request musicians from Music Dept</td>
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<tr>
<td>Audio-visual needs - contact A/V Services</td>
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<tr>
<td>Purchase gifts, plaques, mementos</td>
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<tr>
<td>Book photographer</td>
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<tr>
<td>Order trees-plants-flowers</td>
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<tr>
<td>ACTION</td>
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<td>TARGET DATE</td>
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<tr>
<td>--------</td>
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<tr>
<td>Invitations</td>
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<tr>
<td>Working with the publications department, prepare draft invitations (fliers, letters, formal invitations)</td>
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<tr>
<td>Have draft approved – publications department will send to printer</td>
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<tr>
<td>Compile mailing list &amp; send to printer if applicable</td>
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<tr>
<td>Purchase postage stamps or arrange for printer to inkjet/stamp/mail invitations</td>
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<tr>
<td>Prepare RSVP/Nametag/Placecard list</td>
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<tr>
<td>Signage</td>
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<tr>
<td>Determine directional signage needs and send a completed &quot;Temporary Ground Sign/Banner Application&quot; with &quot;Attachment I&quot; to Space Utilization.</td>
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<tr>
<td>Determine if easel signs will be needed</td>
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<tr>
<td>Order directional and easel signage from IRM Learning Resources</td>
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<tr>
<td>Order banners from an outside vendor, if applicable.</td>
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<tr>
<td>Send completed &quot;Marquee Request Form&quot; to Student Government, if applicable.</td>
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<tr>
<td>Day Before Event</td>
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<tr>
<td>Print nametags (alpha order)</td>
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<tr>
<td>Finalize seating chart, if applicable</td>
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<tr>
<td>Print placecards, if applicable</td>
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<tr>
<td>Provide the president and executive officers with agendas and names of any VIP attendees.</td>
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<tr>
<td>Compile shot list for photographer</td>
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<tr>
<td>ACTION</td>
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<tr>
<td>Follow Up / Evaluation</td>
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<tr>
<td>Debrief with appropriate people</td>
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<tr>
<td>Send thank-you notes</td>
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<tr>
<td>Photos in frames w/notes to VIP guests</td>
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<tr>
<td>Make report to the file for future reference</td>
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